



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Operations Committee

DATE: March 1, 2013

FR: Executive Director

W.I.: 1413

RE: Bike to Work — Funding Plan and Procurement Approach for 2014 and 2015

This memorandum provides information to the Committee regarding a new funding plan and related procurement for Bike to Work (BTW) events in 2014 and 2015.

Background

MTC has provided \$150,000 annually to coordinate, promote and implement the BTW events up to 2013. Since 2004, this contract was awarded on a sole-source basis to the Bay Area Bicycle Coalition (BABC) using local revenue (Transportation Development Act or TDA funds). Given BABC's continuous success in securing private sponsorship revenues, staff proposed in June 2012 to gradually reduce public funding for BTW and to discontinue all financial support to the program by 2016. The goal of this proposal was to reduce the demand on local revenue sources; however, this Committee directed staff to come up with a new funding plan for BTW events in 2014 and 2015 instead.

Bike to Work 2014 and 2015

In order to continue MTC's involvement in BTW and but also reduce the demand on TDA funds, staff intends to shift funds available in the Climate Initiatives Program (Commission approval in December 2009, MTC Resolution No. 3925) to BTW events in 2014 and 2015. The Climate Initiatives Program's goal to encourage the public toward making behavioral choices that result in reduced greenhouse gas and motor vehicle-related emissions is directly in line with the goals of BTW, which has proven successful in encouraging commuters to try bicycling to work — often converting participants to become more regular riders. Since MTC took over the management of BTW in 2004, the BTW events have grown to include over 50,000 bicyclists annually, with more than 100 public and private partners involved. MTC's ongoing management provides a stable resource for the program, while also ensuring a regional focus.

The use of \$300,000 in Climate Initiatives Program's federal Cycle 1 CMAQ funds for the events in 2014 and 2015 — \$150,000 per year — will require awarding a contract through a competitive procurement process. Staff will post the Request for Qualifications in late March and will return to this Committee with a recommendation for awarding the contract in June 2013.



Steve Heminger